

KONRAD ADENAUER STIFTUNG

ELECTION BRIDGE



CAMPAIGN TRAINING COURSE 2021

apply now!

KAS – ELECTION BRIDGE

CAMPAIGN TRAINING COURSE 2021

EXECUTIVE SUMMARY



Winning election is not a game of luck for political parties and candidates. It is a result of long-term preparations, robust organization, emphatic communication, effective strategy, political timing, hardwork and a little bit of luck. All these are only possible with people. Without passionate, competent, and professional individuals, election campaigning will be a risky and a potentially losing exercise.

The KAS – Election Bridge Campaign Training Course aims to capacitate political parties through building competent and professional campaign manpower. With competent and professional campaign manpower, parties will increase their likelihood of winning elections and in the end the opportunity to translate their party platforms and programs into public policies.

The training course is an individual team training and mentoring service on using social media to mobilize supporters and to win votes. The training includes best practices from around Asia, current social media Strength, Weakness, Opportunity and Threat analysis, and influence growth goal, process, and tactic planning for a national or local campaign.

TRAINING FORMAT



The course will be delivered with recorded videos that participants can view on their own time, an online lecture and discussion, and group works on the deliverable. The course is designed as a five-week course, each week with 2 hours of video courses, 2 hours of online discussion, and 1 hour of group work with thirty minutes of group Q&A with the lecturer.

The teams will have access to a Big Data social media analysis platform during the course, with real-time social data from their respective countries.

All work will be done through secure video and conference calls, and secure emails and document sharing.

DATES & TIME



- Week 01: 7th May 2021
- Week 02: 14th May 2021
- Week 03: 21st May 2021
- Week 04: 28th May 2021
- Week 05: 4th June 2021

Time slot: 3 PM to 6 PM Singapore Time

KAS – ELECTION BRIDGE

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WEEK 1: 7TH MAY 2021

KNOW YOUR CANDIDATE

- Campaign Stages (Video)
- Candid Candidate (Video)
- Connect with Voters (Video)
- Counter Opposition with Empathy
- Reading the Electorate
- Campaign Planning and Campaign Plan
- Putting Together a Campaign Plan
- Workplan: Precinct Analysis, Voter Breakdown, Candidate Worldviews, and SWOT analysis.
- Simulation: Estimating Electorate, Quantify Electorate Plans

WEEK 2: 14TH MAY 2021

ISSUE, NETWORKS, AND GROUND GAMES

- Election as War (Video)
- Communication Modality and Voter Relation (Video)
- Issues & Networks (Video)
- Issues & Networks (Discussion)
- Resource, Funding, and Operation
- Get out the Votes (I)
- Workplan: Issue analysis, Funding and fundraising plans, campaign organization structure
- Simulation: Issue selection and impact, network formation

WEEK 3: 21ST MAY 2021

RUNNING THE CAMPAIGN

- Paid, Owned, and Earned Media (Video)
- Progress Tracking & Benchmarking (Video)
- Communicating with the Unbeliever and the Faithful (Video)
- Weaving a Web of Support
- Network Management
- Getting Attention
- Content Creation Process and Distribution Plan
- Workplan: Issue plan, Network management plan, media attack plan
- Simulation: Channel impact analysis

WEEK 4: 28TH MAY 2021

MESSAGING

- Propaganda Messaging (Video)
- Permission Structuring Messaging
- Comparative Messaging (Video)
- Social Crisis Management (Video)
- Why me? Why us? Why now?
- Message Creation Process
- Compliance Testing
- Workplan: sample Contents, sample permission structuring, sample comparative message, compliance testing plans.
- Simulation: Message impact analysis.

WEEK 5: 4TH JUNE 2021

ACTIVATION

- Integrating Exposure and Engagement (Video)
- Comparative Communication Plan (Video)
- Forums and Debate (Video)
- Closing Argument (Video)
- Resource Reclamation (Video)
- GOTV, the new norm
- GOTV - Message
- GOTV - Operation
- Simulation: Campaign Plan discussion

COURSE COMPLETION

congratulations!

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TRAINING FEE



To ensure effective learning, the class size will be limited to 40 seats. The application and selection process is competitive and preference will be given to applicants who have been and will be responsible with the campaign management of their respective parties.

The cost of the training is **USD 125.00** per participant. However, KAS Singapore is offering a **subsidy of USD 75.00**, thus the final amount to be paid by the participant is **only USD 50.00**. The training fee will cover the access to videos, attend the lecture and the work groups, and a certificate of course completion. The cost also includes a subscription to the social analytic platform during the five weeks.

Please note that the training fee is non refundable.

PAYMENT PROCESS



Once participation is confirmed, the training team will communicate with you on how to proceed with the payment process. An invoice and payment receipt will be issued by the trainer.

APPLICATION PROCESS



Interested applicants will have to complete the application form and submit other required documents.

Please refer to the attached Application Form.

Training Announcement:

1st - 5th March 2021

Deadline of Application:

31st March 2021

Selection Period:

5th - 9th April 2021

Announcement of Final Participant:

12th - 16th April 2021

Programme Preparations

26th - 30th April 2021

Training Period:

7th May - 4th June 2021

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ABOUT AUTOPOLITIC



AutoPolitic trains political operatives based on our experience of winning over sixty campaigns in four countries over six years.

AutoPolitic helps political operatives win their election and achieve their legislative goals by providing accurate ground truth of voter's attitude, identify influencers, and map support networks and opposition. We achieve this with our exclusive access to the social analytics platform that has won over sixty elections around Asia in the last six years.

SELECTED MEDIA



BuzzFeed & TWReporter (Chinese) <https://www.twreporter.org/a/information-warfare-business-interview-autopolitic-roger-do>

ABS-CBN (English) <https://www.facebook.com/watch/?v=779075355818149>

South China Morning Post (English) <https://www.scmp.com/week-asia/politics/article/2139719/cambridge-analytica-asia-modern-day-colonialism-or-empathy>

Malay Mail (English) <https://www.malaymail.com/news/malaysia/2017/04/10/how-malaysian-politicians-use-big-data-to-profile-you/1352911>

AUTOPOLITIC SELECTED CAMPAIGN HISTORY



Our selected campaign history:

- Taiwan Mayoral and Local Legislators, 2014, 2020
- Malaysia Sarawak State Representatives, 2016
- Malaysia GE 14 National and State Representatives, 2017
- Philippines Mayoral and Senatorial, 2018
- Taiwan National Legislators and President, 2020

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ABOUT KONRAD ADENAUER STIFTUNG

REGIONAL PROGRAMME POLITICAL DIALOGUE ASIA

The Konrad-Adenauer-Stiftung is a political foundation of the Federal Republic of Germany. Founded in 1964, it was named after the first Chencellor of the Federal Republic of Germany, Konrad Adenauer. KAS offers political and social training activities, conducts research, grants scholarships to students, and supports and encourages international understanding and economic development.

In addition to the activities of the local KAS offices in many Asian countries, the regional programme "Political Dialogue Asia" organises and sponsors international conferences and seminars. Its numerous events and diverse projects focus on political and social development, political parties and civil society, social market economy, regional security, international cooperation and Asia-Europe relations.

FOR MORE ENQUIRIES:

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